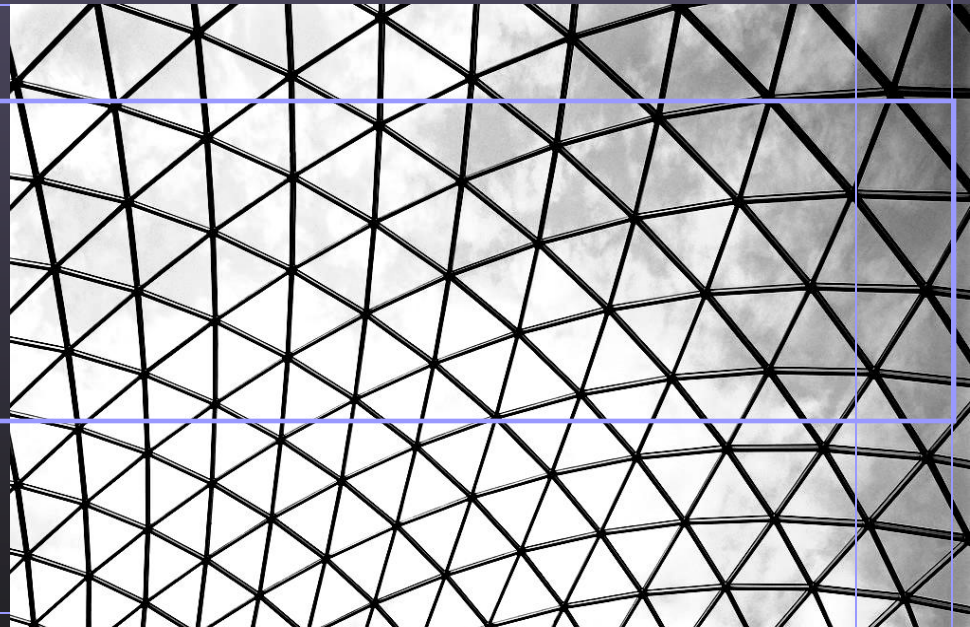




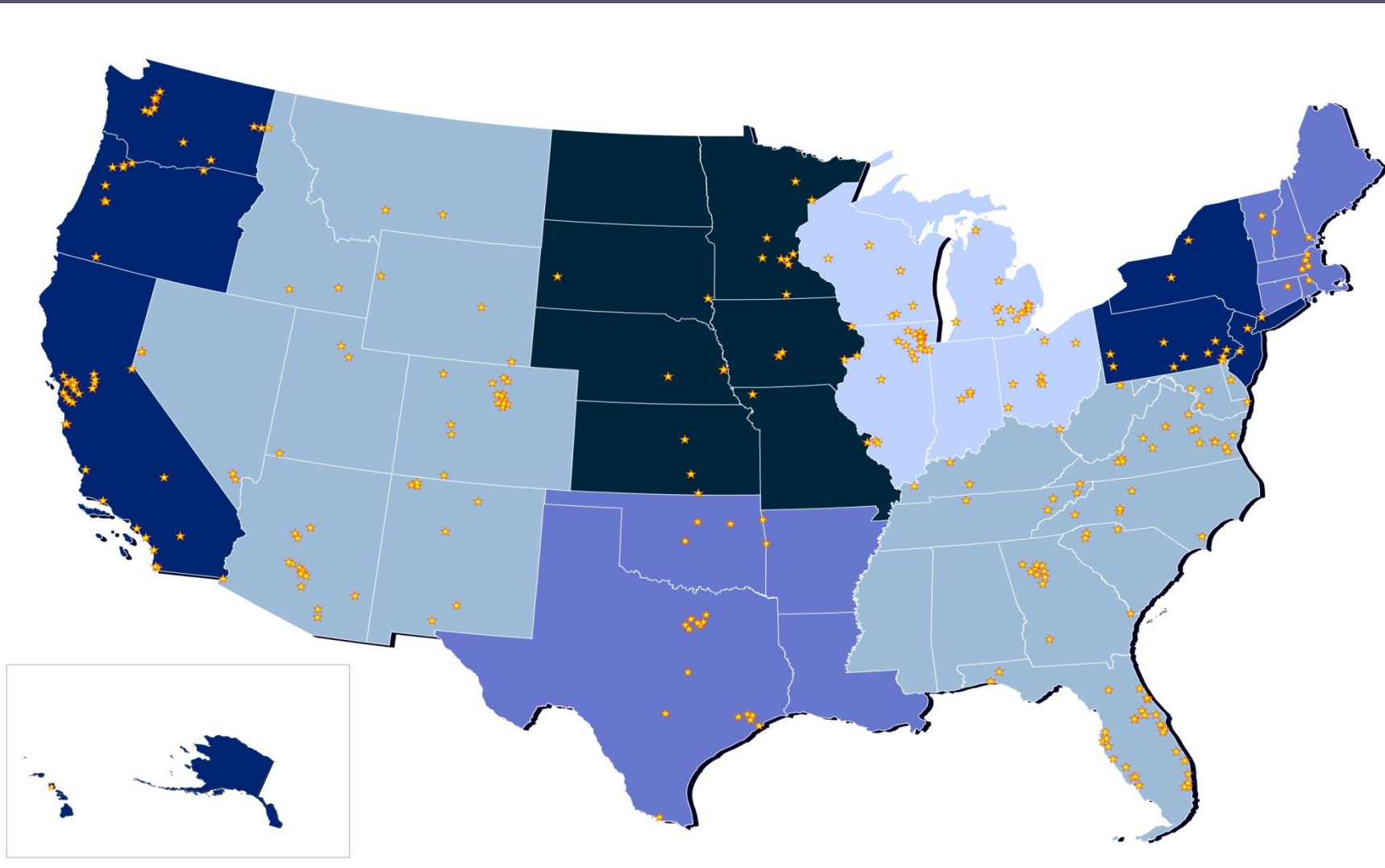
The National Citizen Survey™

Erie, CO

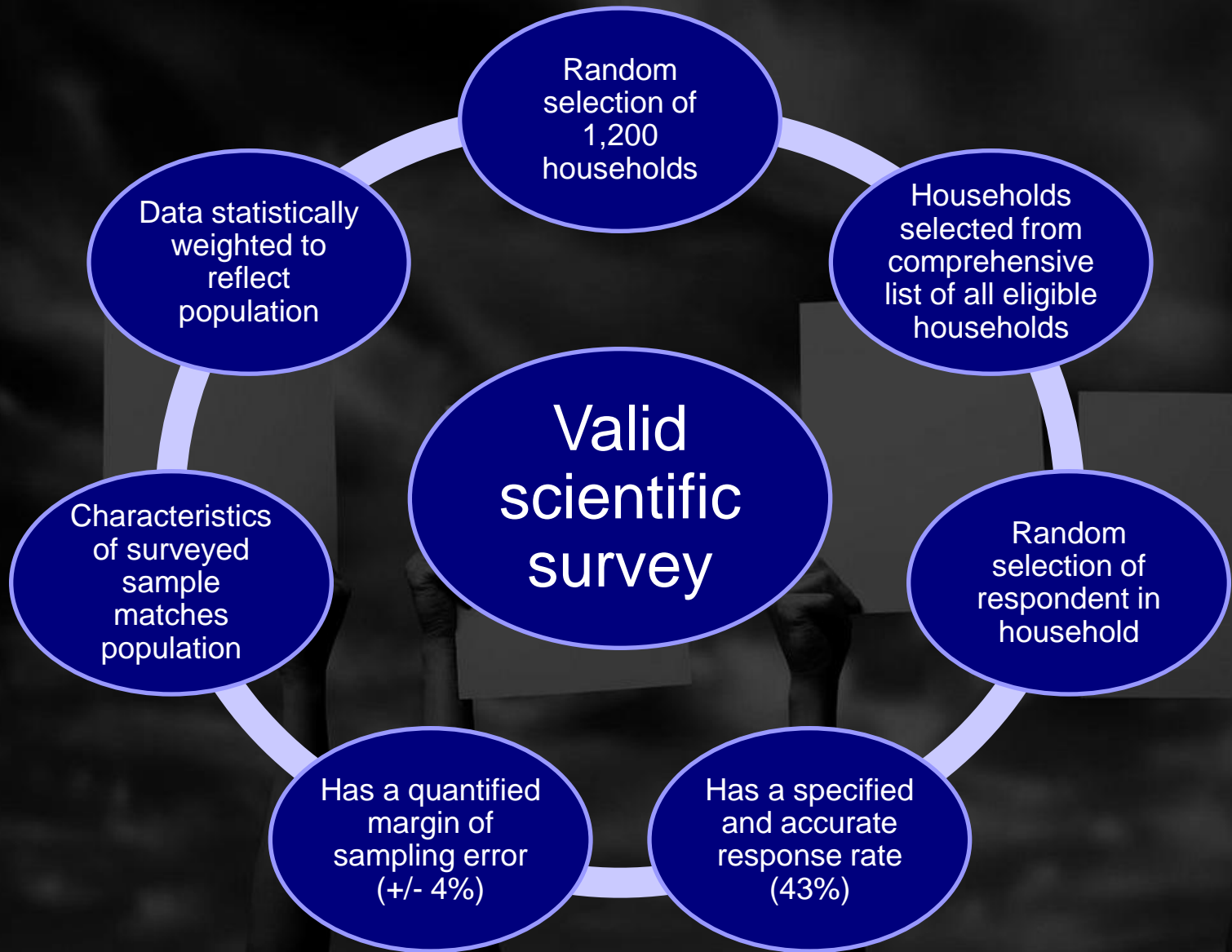
**Summary of
Findings
July 30, 2013**



The National Citizen Survey™ (The NCS)

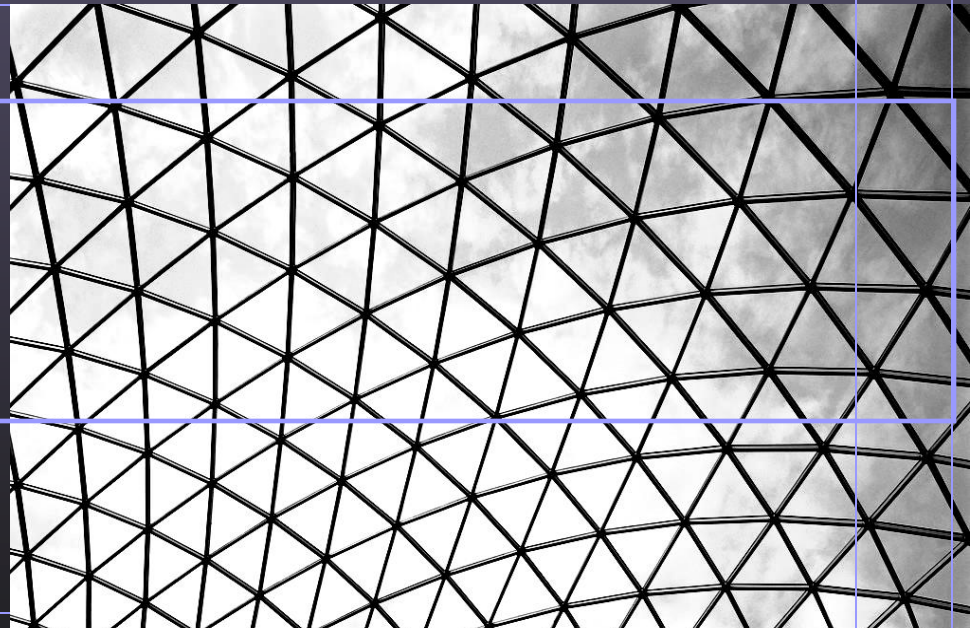


Scientific Survey Administration





Community Ratings



Overall Quality of Community

**National
Benchmark**

Neighborhood as a place to live

91%

above

Erie as a place to live

89%

similar

Overall quality of life in Erie

86%

similar

Percent "excellent" or "good"

**Would recommend living in
Erie to someone who asks**

above

90%

**Remain in Erie for the next
five years**

above

88%

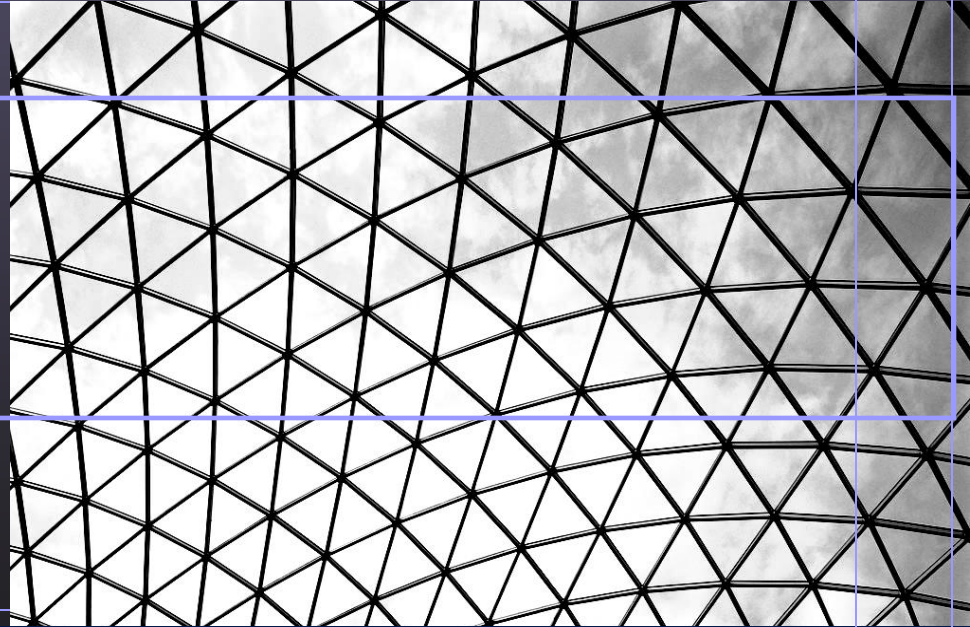


= national benchmark comparison



The National Citizen Survey™

Community Design



Transportation

Ease of car travel

81%

**Traffic flow
on major streets**

79%

**Availability of paths
and walking trails**

75%

Ease of walking

70%

**Ease of
bicycle travel**

68%

**Above
the
benchmark**

Percent "excellent" or "good"

Ease of bus travel

31%

Below

Transportation Services

Street cleaning

65%

Similar

Amount of public parking

65%

Above

Traffic signal timing

64%

Above

Street lighting

63%

Similar

Sidewalk maintenance

60%

Similar

Street repair

56%

Above

Snow removal

52%

Below

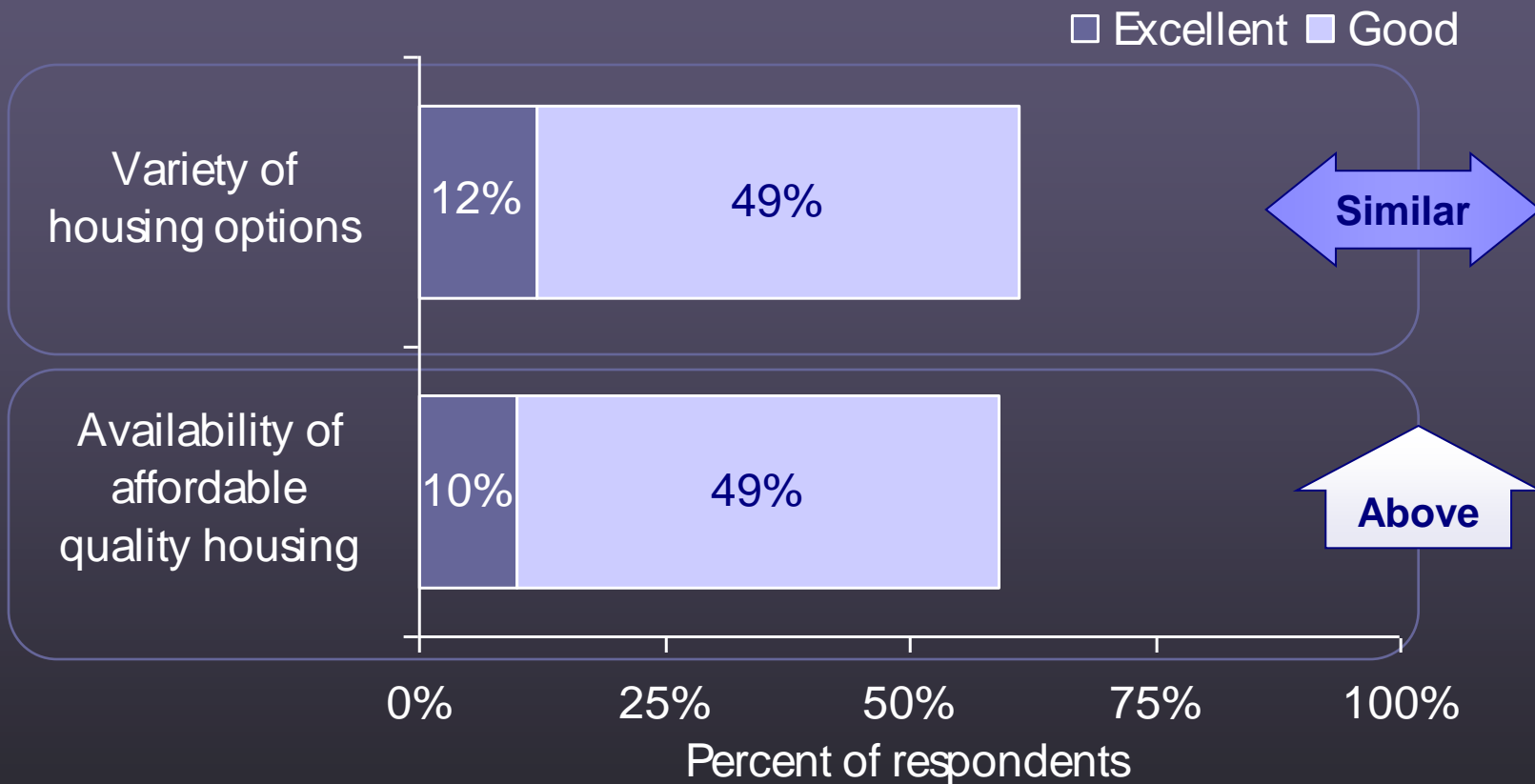
Bus or transit services

40%


Below

Percent "excellent" or "good"

Housing Chart



Land Use, Planning and Zoning



Above the
benchmark

67%

Quality of new development in Erie

59%

Overall appearance of Erie



Below the
benchmark

Percent “excellent” or “good”

Economic Sustainability

Erie as a place to work

22%

**Overall quality of businesses
and service establishments**

20%

Employment opportunities

5%

Shopping opportunities

3%

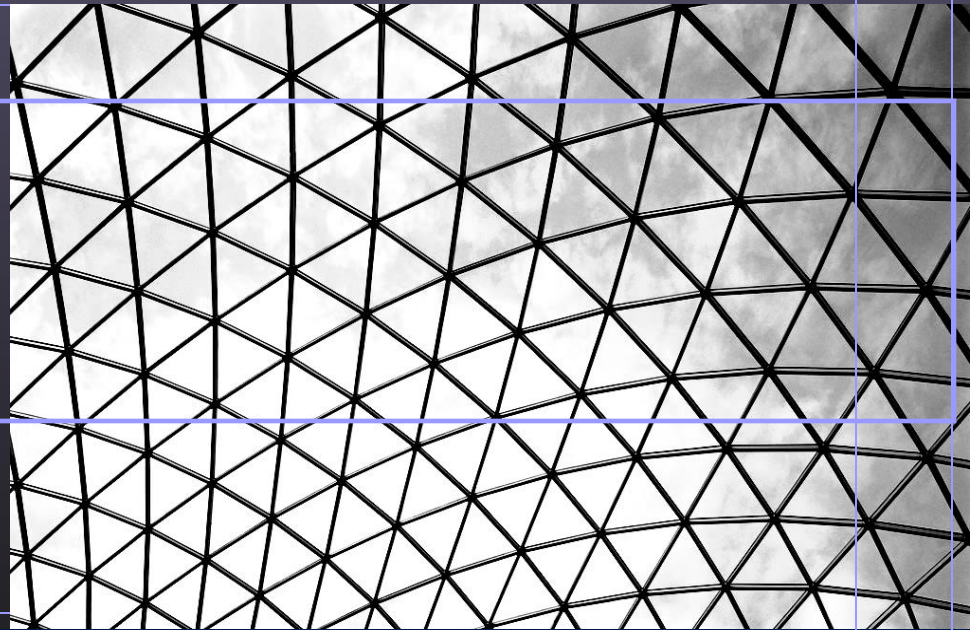
**Below the
benchmark**

Percent "excellent" or "good"

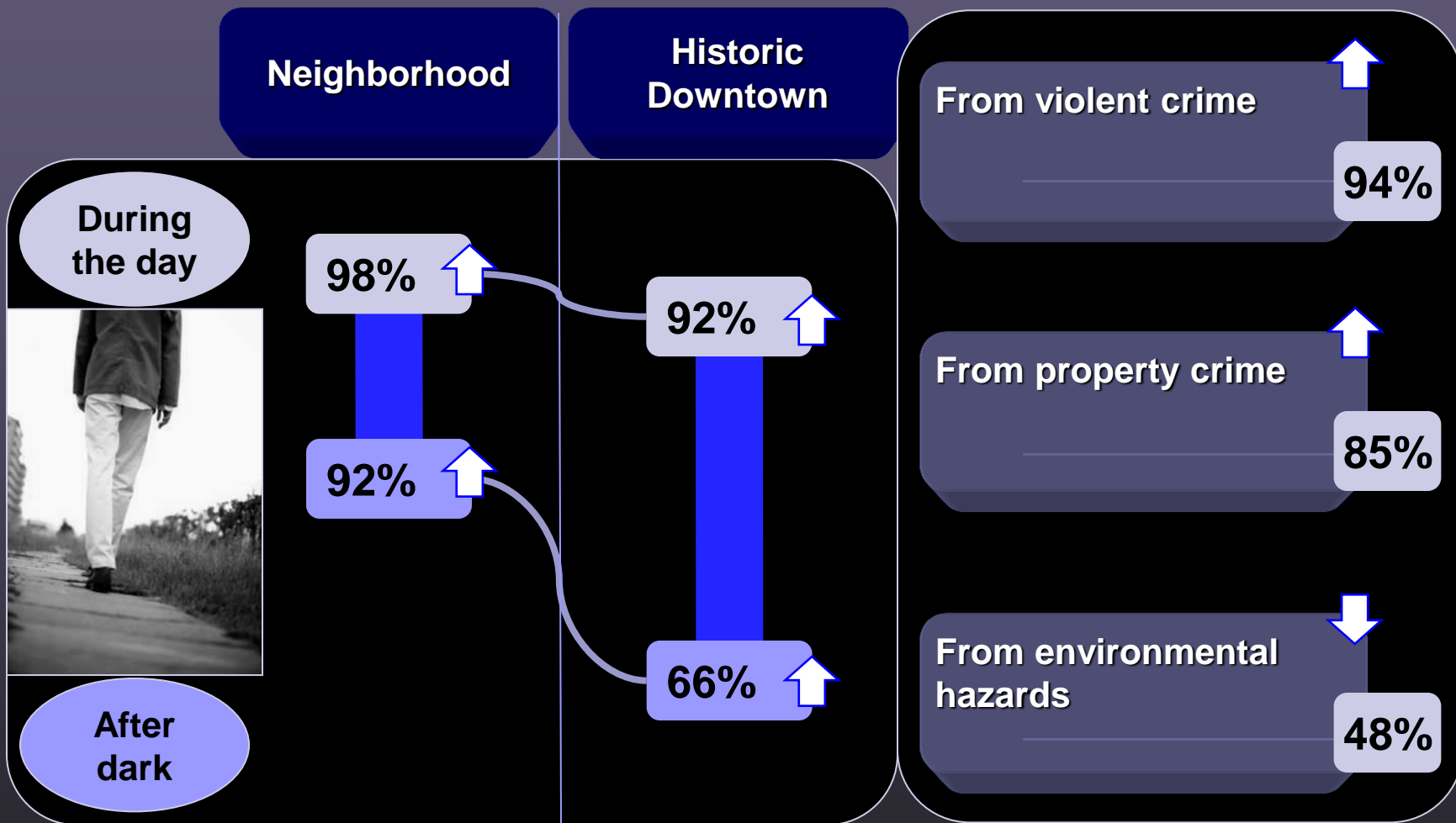


The National Citizen Survey™

Public Safety



Public Safety



Felt "very" or "somewhat" safe

National Benchmark



Environmental Sustainability

National
Benchmark

Cleanliness of Erie

71%

Similar

Air quality

62%

Below

Quality of overall natural environment

61%

Below

Preservation of natural areas such as open space, farmlands and greenbelts

57%

Below

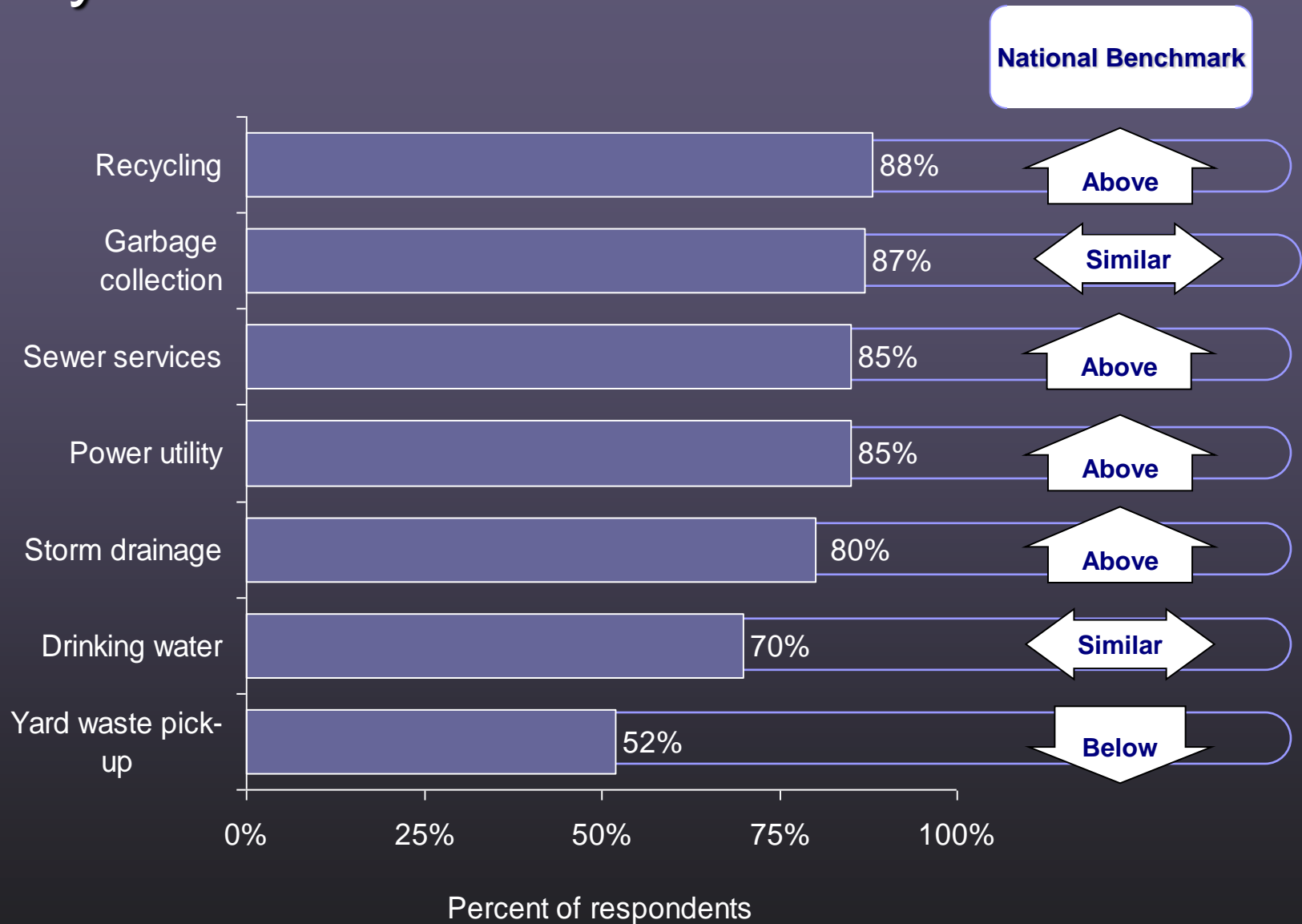
96%

Recycled used paper, cans or bottles from home at least once in the prior 12 months

Above the
benchmark

Percent "excellent" or "good"

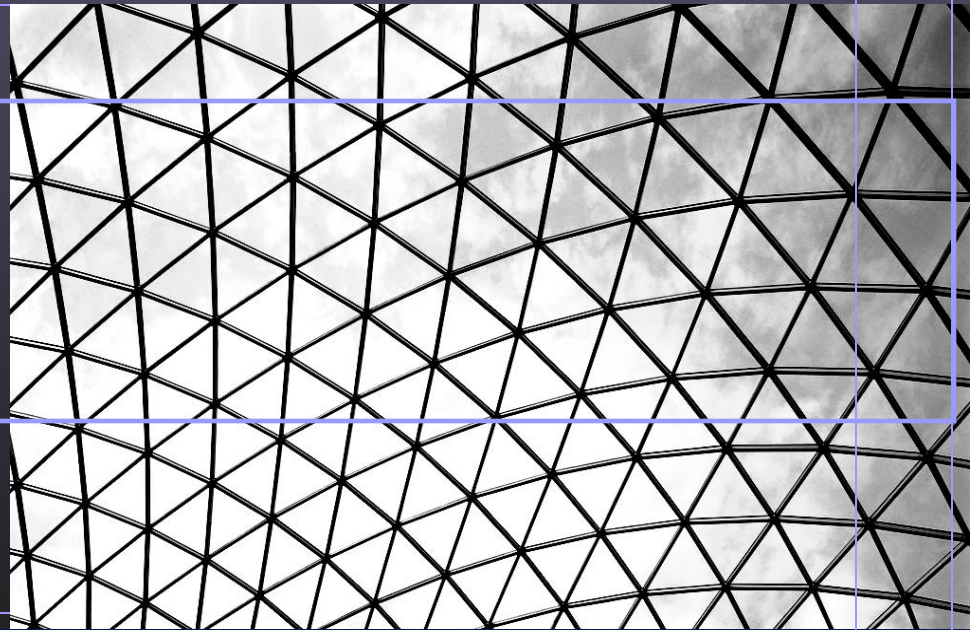
Utility Services Chart





The National Citizen Survey™

Recreation and Wellness



Parks and Recreation

**National
Benchmark**

Erie Community Center

89%

Above

Recreation programs or classes

89%

Above

Town parks

87%

Similar

**71%
Recreation
opportunities**

**Above the
benchmark**

Percent "excellent" or "good"

Cultural and Educational Opportunities

Below

41%

22%

Below

Percent “excellent” or “good”



Community Inclusiveness

**National
Benchmark**

Erie as a place to raise children

93%

Above

Sense of community

66%

Similar

Erie as a place to retire

60%

Below

**Availability of affordable
quality child care**

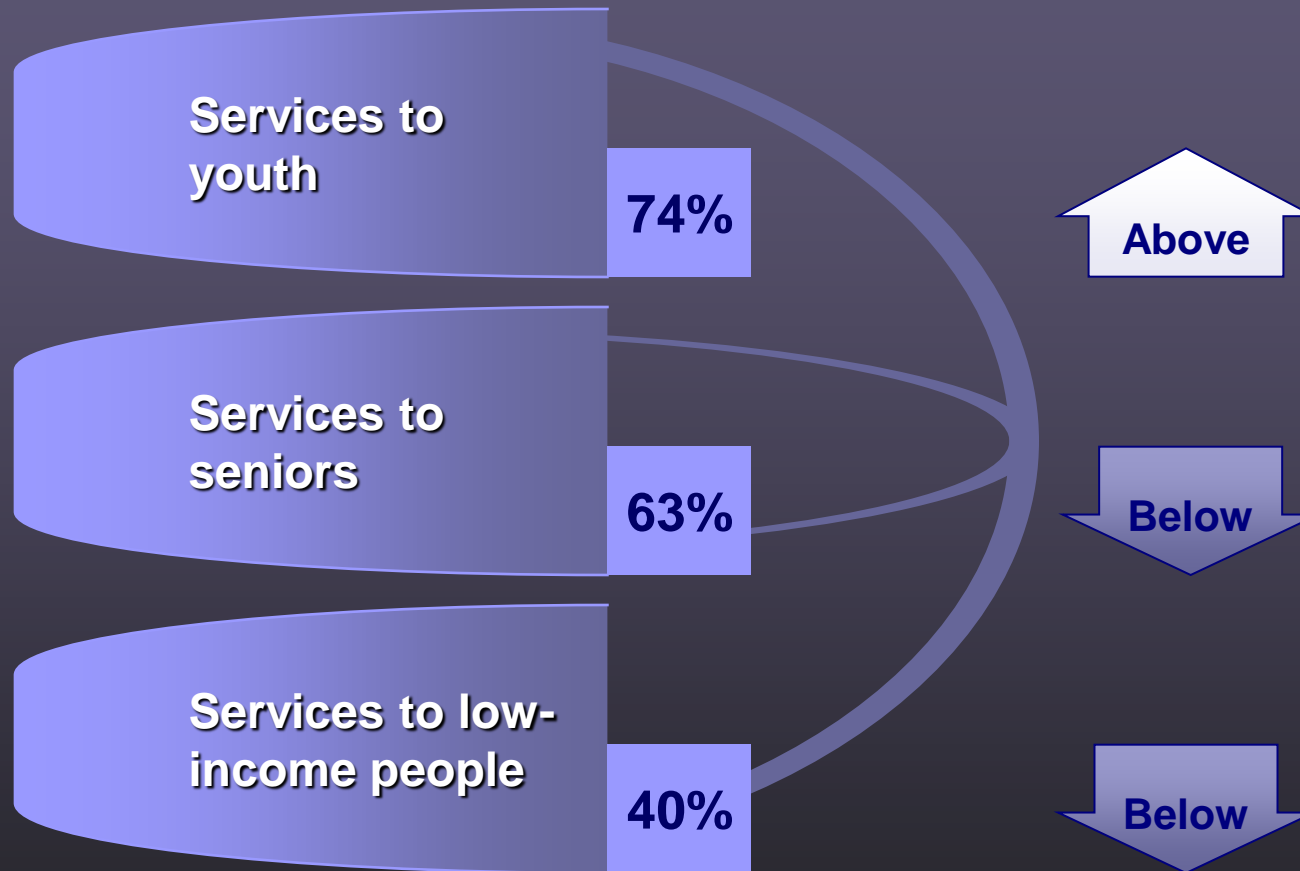
38%

Below

Percent "excellent" or "good"

Services to Population Subgroups

National
Benchmark



Percent "excellent" or "good"

Civic Activity

53%

Below
the
benchmark

Opportunities to volunteer

59%

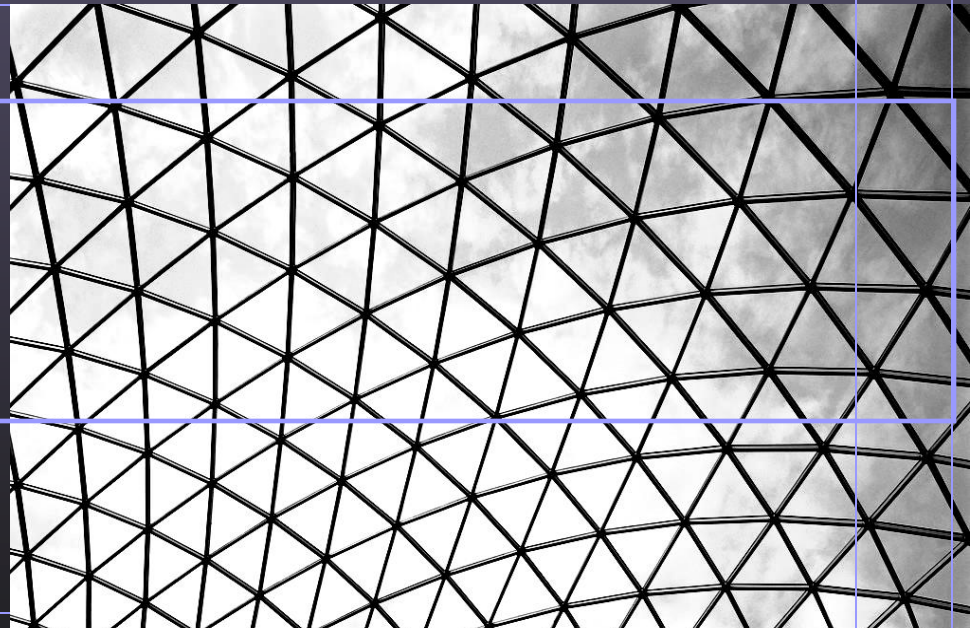
Similar
to the
benchmark

Opportunities to participate in
community matters

Percent “excellent” or “good”



Town of Erie Government



**National
Benchmark**

Public Trust

Value of services for the taxes paid to Erie

57%

Similar

Overall image or reputation of Erie

55%

Below

The overall direction that Erie is taking

50%

Below

**Job Erie government does at welcoming
citizen involvement**

48%

Similar

Percent “excellent” or “good”

Town of Erie Employees



Courtesy	88%
Knowledge	88%
Overall impression	88%
Responsiveness	87%



Above the benchmark

Percent "excellent" or "good"

©2013 National Research Center, Inc.

26

Courtesy

88%

Knowledge

88%

Overall impression

88%

Responsiveness

87%

Above the
benchmark

Percent "excellent" or "good"



The National Citizen Survey™

Custom Questions



Custom Question 1

The Town of Erie is considering the following initiatives. Please indicate the extent to which you would support or oppose each of the following:

Strongly or
Somewhat
Support

Increase local shopping opportunities in Erie

98%

Redevelop Historic Downtown

87%

Implement town-wide waste & recycling collection service

84%

Construct a Town facility including police station and court

74%

Redevelop Coal Creek Park

72%

Construct an Erie outdoor swimming pool

71%

Custom Question 2

The Board of Trustees is investigating options for an integrated town-wide fiber optic network to provide affordable high-speed services for data, voice and video to homes and businesses. Please indicate the extent to which you would support or oppose each of the following:

Strongly or
Somewhat
Support

The Town funding a Feasibility Study in an amount not to exceed \$65,000 to investigate options for a town-wide fiber optic network

69%

The Town financing, building, owning and operating its own utility providing broadband telecommunication (voice/data/video) services to Erie residents and businesses

63%

Custom Question 3

Indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the Town of Erie:

Major or Minor Source

Town Web site (www.erieco.gov)

95%

Newsletter or flyer mailed with utility bill

82%

Word of mouth

80%

Colorado Hometown Weekly

72%

Daily Camera

65%

Email or text message notices sent from the Town

64%

Longmont Times-Call

41%

Notices posted on the Town's Facebook page

36%

Watch meetings on Comcast Channel 8

35%

Watch meetings LIVE or On Demand from the Town's Web site

32%

Notices posted on the Town's Twitter account

23%

Open-Ended Question

What are your top three reasons for choosing Erie as your home?

Percent of respondents

Proximity to Denver/Boulder/work/fun

65%

Affordability/housing prices

57%

Small town feel/community/family

55%

Open space/quiet/view of nature

24%

Schools

14%

House/neighborhood style, design and quality

7%

Safety

7%

Other

31%

Don't know

1%

In Their Own Words

What are your top three reasons for choosing Erie as your home?

"I appreciate the location central to Denver, Boulder and Northern Colorado..."

"We bought our home for the value. More space for the money..."

"It's somewhat rural. Erie village very "community" minded & neighborly..."

Conclusions

Highlights

Quality of life

Place to raise
children

Town employees

Opportunities

Shopping
opportunities

Employment
opportunities



The National Citizen Survey™

Thank you!

National Research
Center, Inc.

303-444-7863

www.n-r-c.com

